

Claims:

1. The use of a powdery coating material composition for coating ink-jet recording materials, comprising
 - a) one or more powdery, silane-containing polyvinyl alcohols based on fully or partly hydrolyzed vinyl ester copolymers having a degree of hydrolysis of 75 to 100 mol%, and
 - b) one or more water-redispersible polymer powders based on homopolymers or copolymers of one or more monomers from the group consisting of vinyl esters of unbranched or branched alkylcarboxylic acids having 1 to 15 carbon atoms, methacrylic esters and acrylic esters of alcohols having 1 to 15 carbon atoms, vinyl aromatics, olefins, dienes, and vinyl halides.
2. The use of claim 1, characterized in that
 - a) one or more powdery, silane-containing polyvinyl alcohols based on fully or partially hydrolyzed vinyl acetate copolymers are present.
3. The use of claim 1 or 2, characterized in that the silane-containing polyvinyl alcohols are obtained by means of copolymerization of 0.01 to 10 mol% of one or more silane-containing comonomers from the group consisting of ethylenically unsaturated silicon compounds of the general formula $R^1SiR^{2}_{0-2}(OR^3)_{1-3}$, R^1 having the definition $CH_2=CR^4-(CH_2)_{0-3}$ or $CH_2=CR^4CO_2(CH_2)_{1-3}$, R^2 having the definition C_1 to C_3 alkyl radical, C_1 to C_3 alkoxy radical or halogen, R^3 being an unbranched or branched, optionally substituted alkyl radical having 1 to 12 carbon atoms, or being an acyl radical having 2 to 12 carbon atoms, it being possible for R^3 to be interrupted if appropriate by an ether group, and R^4 being H or CH_3 , and also

silane group comprised meth(acrylamides), of the general formula $\text{CH}_2=\text{CR}^5-\text{CO}-\text{NR}^6-\text{R}^7-\text{SiR}^8_m-(\text{R}^9)_{3-m}$, m being 0 to 2, R^5 being either H or a methyl group, R^6 being H or an alkyl group having 1 to 5 carbon atoms, R^7 is an alkylene group having 1 to 5 carbon atoms or a divalent organic group in which the carbon chain is interrupted by an oxygen or nitrogen atom, R^8 is an alkyl group having 1 to 5 carbon atoms, R^9 is an alkoxy group having 1 to 40 carbon atoms, which may be substituted by further heterocycles.

4. The use of claim 1 to 3, characterized in that b) one or more water-redispersible polymer powders are comprising, based on homopolymers or copolymers from the group consisting of vinyl acetate homopolymers, copolymers of vinyl acetate with ethylene, copolymers of vinyl acetate with ethylene and one or more further vinyl esters, copolymers of vinyl acetate with ethylene and acrylic ester, copolymers of vinyl acetate with ethylene and vinyl chloride, styrene-acrylic ester copolymers, and styrene-1,3-butadiene copolymers, it being possible for the polymers additionally to contain auxiliary monomers.

5. The use of claim 4, characterized in that the homopolymers or copolymers additionally contain one or more auxiliary monomers from the group consisting of b) ethylenically unsaturated monocarboxylic and dicarboxylic acids, ethylenically unsaturated carboxamides and carbonitriles, monoesters and diesters of fumaric acid and maleic acid, maleic anhydride, ethylenically unsaturated sulfonic acids and their salts, polyethylenically unsaturated comonomers, acrylamidoglycolic acid (AGA), methylacrylamidoglycolic acid methyl ester (MAGME), N-

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- methanolacrylamide (NMA), N-methylolmethacrylamide (NMMA), N-methylolallylcarbamate, alkyl ethers or esters of N-methylolacrylamide, of N-methylolmethacrylamide, and of N-methylolallylcarbamate, glycidyl (meth)acrylate, (meth)acryloyloxypropyltri(alkoxy)silanes vinyltrialkoxysilanes, and vinylmethyldialkoxysilanes, alkoxy groups that may be present being methoxy, ethoxy, and ethoxypropylene glycol ether radicals, (meth)acrylic acid hydroxyalkyl esters, diacetoneacrylamide, and acetylacetoxyethyl (meth)acrylate.
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6. The use of claim 1 to 5, characterized in that the powderous coating material composition is obtainable by jointly drying an aqueous solution of the silane-containing polyvinyl alcohol a) and an aqueous polymer dispersion of the polymer b), following addition of protective colloid if appropriate.
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7. The use of claim 6, characterized in that the joint drying takes place by a spray-drying process.
8. The use of claim 1 to 7, characterized in that components a) and b) are present in a weight ratio (solids/solids) of 95:5 to 20:80.
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9. The use of claim 1 to 8 in formulas for coating substrate materials of paper, of polymer-coated paper, of polymeric film, for ink-jet recording materials.
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10. The use of claim 9, characterized in that the powderous coating material composition is taken up together or in separate steps with the remaining

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constituents of the formula in the requisite amount of water.